

Investors' Day

Retail Division

NOMURA

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Retail CEO
Nomura Holdings, Inc.

May 22, 2013

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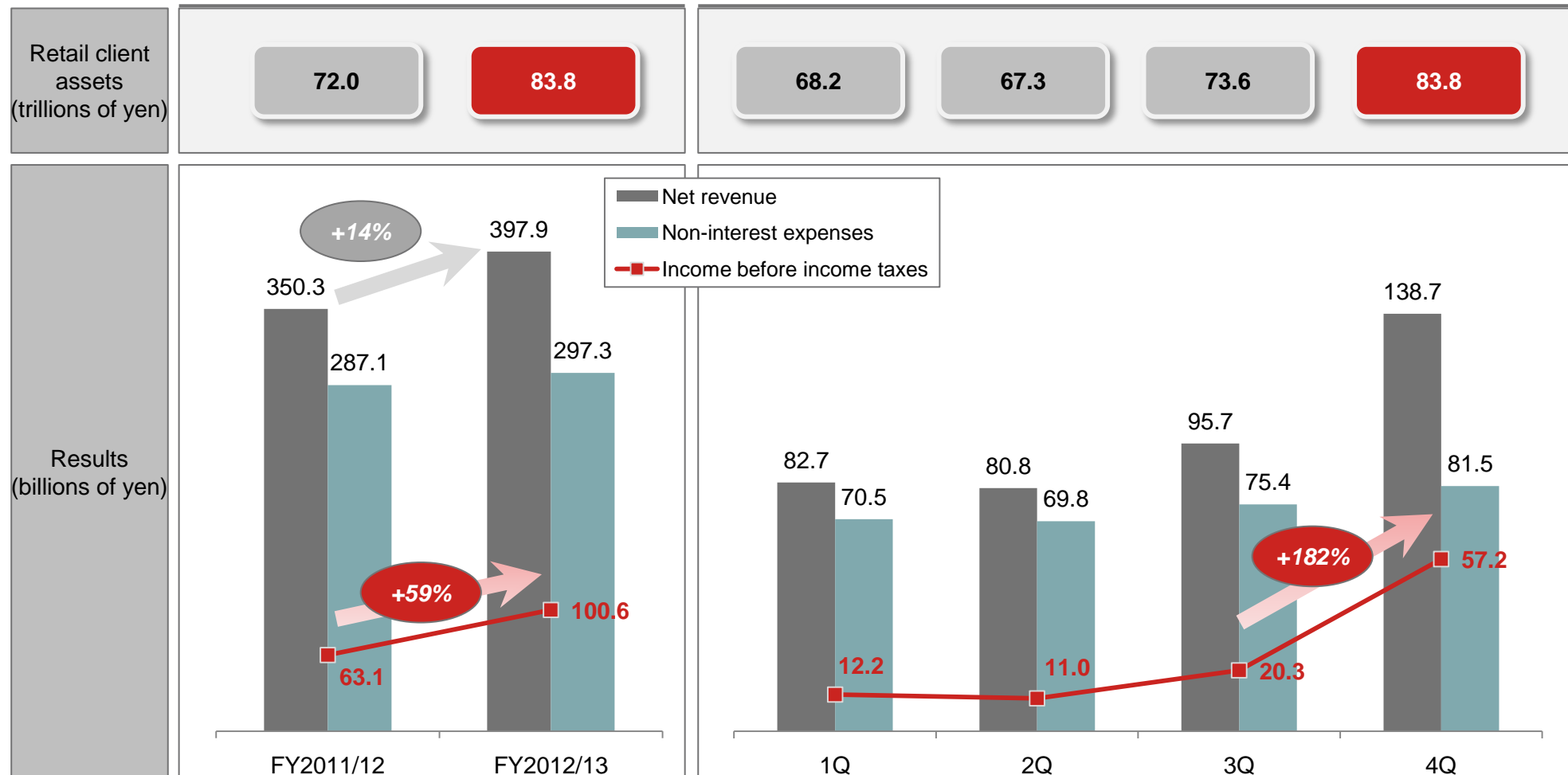
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Recap of FY2012/13

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Pretax income up 59% YoY

FY2012/13 earnings rebounded in 2H driven by strong performance of equity related products



Win client trust and expand business

FY2015/16 targets

- ✓ Pretax income: Y100.0bn (FY2012/13: Y100.6bn)
 - * Create organization capable of booking stable pretax income of over Y100bn regardless of market conditions
- ✓ Retail client assets: Y100trn¹ (Mar 2013: Y83.8trn)
- ✓ Recurring revenues: Y69.6bn (Mar 2013: Y43.6bn)

1. Upward revision to target (Y90trn) announced at investor presentation on Sep 6, 2012.

Strategic initiatives

Target for stable
recurring revenues:
Y69.6bn in FY2015/16



Introduced recurring revenue net
increase targets at each branch
office

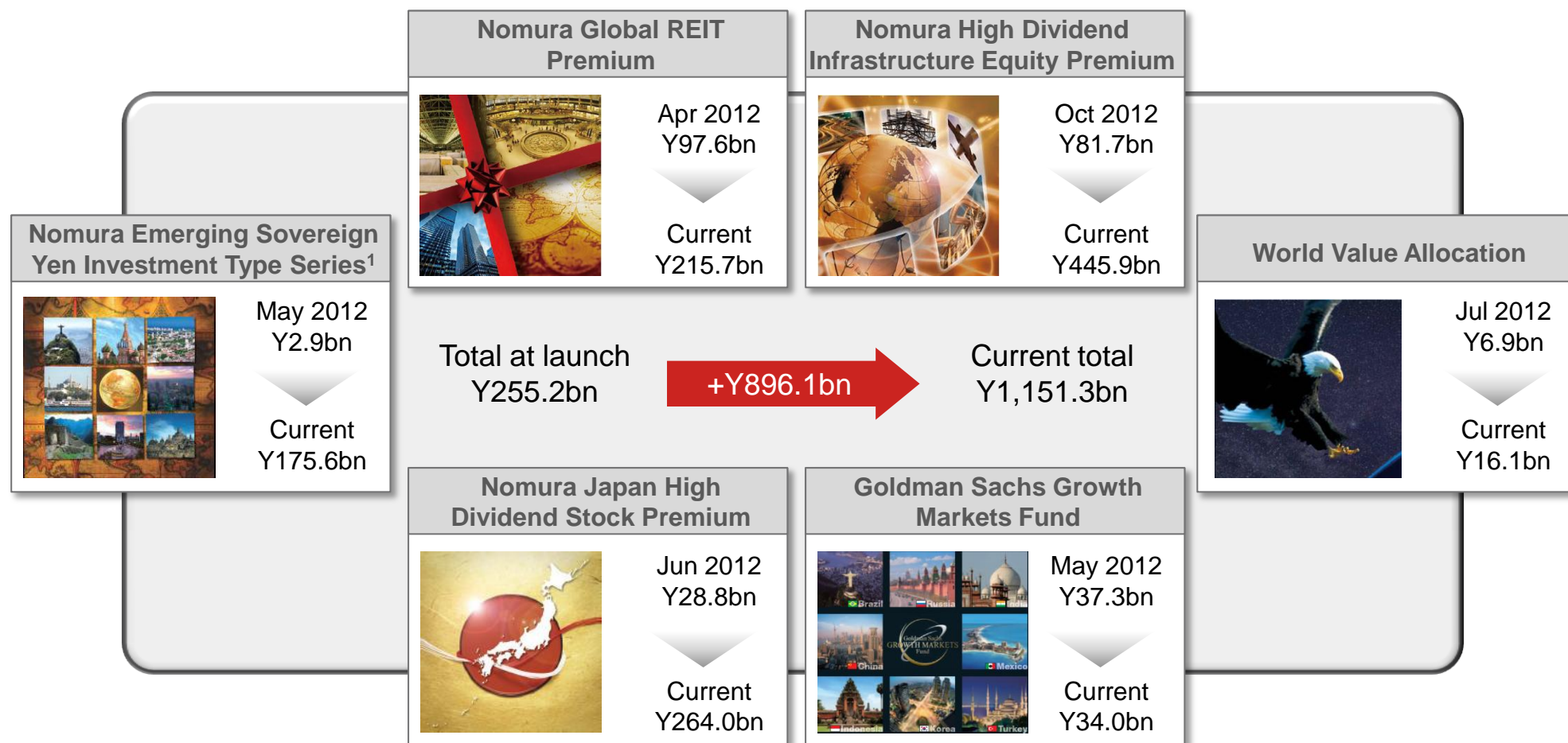
Key theme is increasing investment trust assets
under management

- ✓ Products tailored to client needs
 - Proposals that match individuals' specific requirements
 - Proposals to invest in ultra-low interest rate environment
- ✓ Improve performance for clients

Strategic focus for primary investment trusts driving AuM growth across many funds

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AuM of main open-end investment trusts launched since April 2012 (as of April 2013)



1. Total of unit-type investment trusts

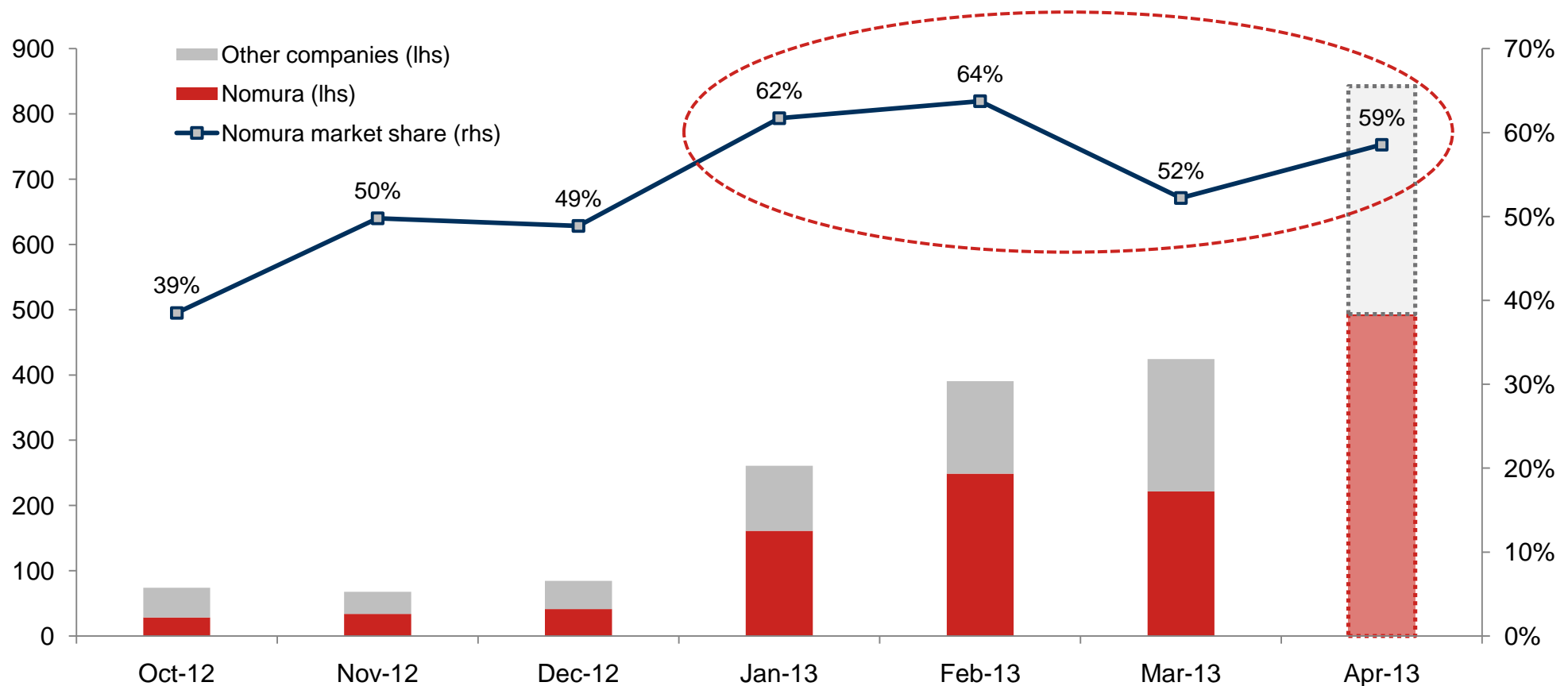
Benefiting from market rally, improved performance for clients

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- Focused approach for primary investment trusts allows each branch to conduct flexible marketing efforts in line with client needs and market environment.
- Consistent market share of 50% to 60% for sales of Japanese equity funds since the market rally took off in full in January.

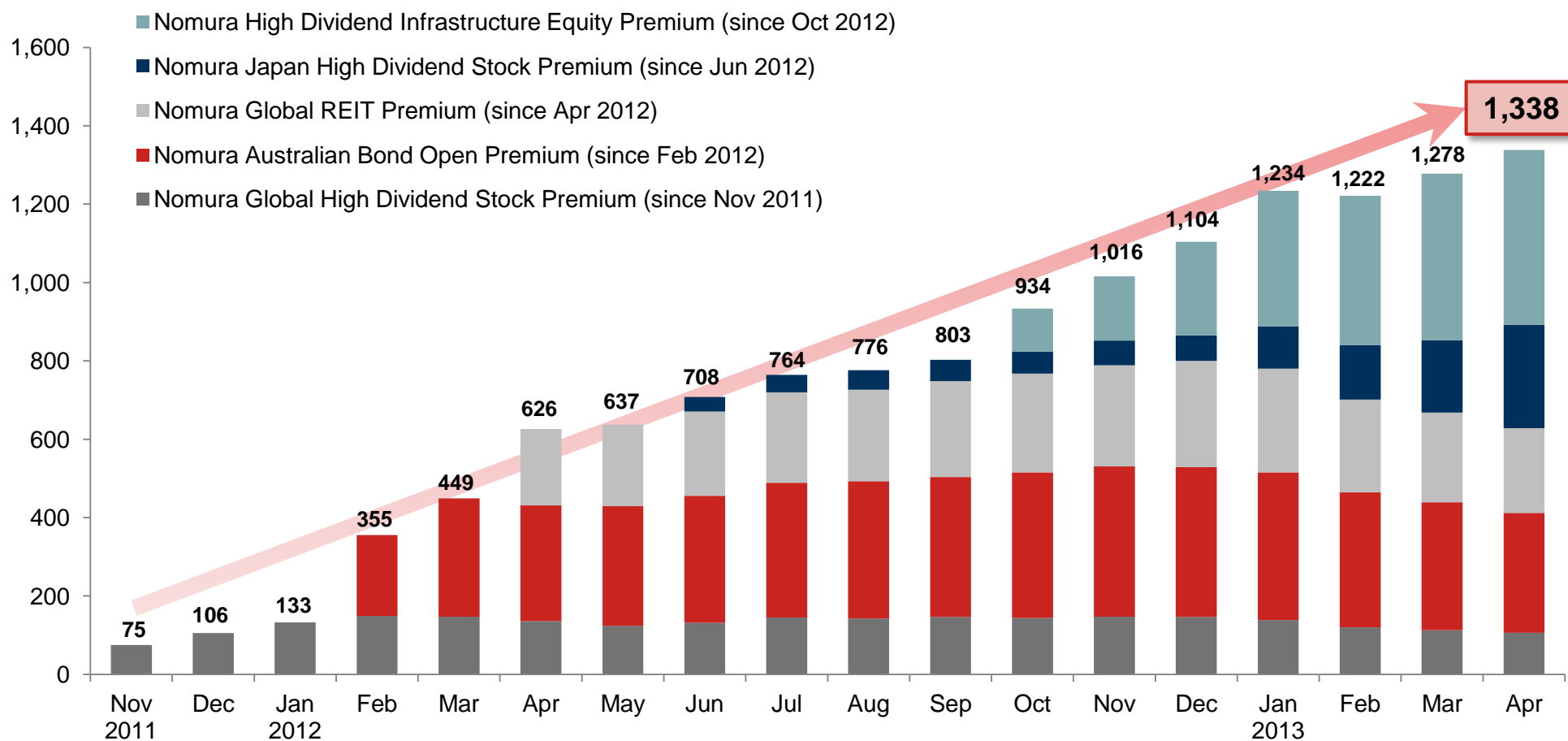
Japanese equity fund sales and Nomura market share

(billions of yen)

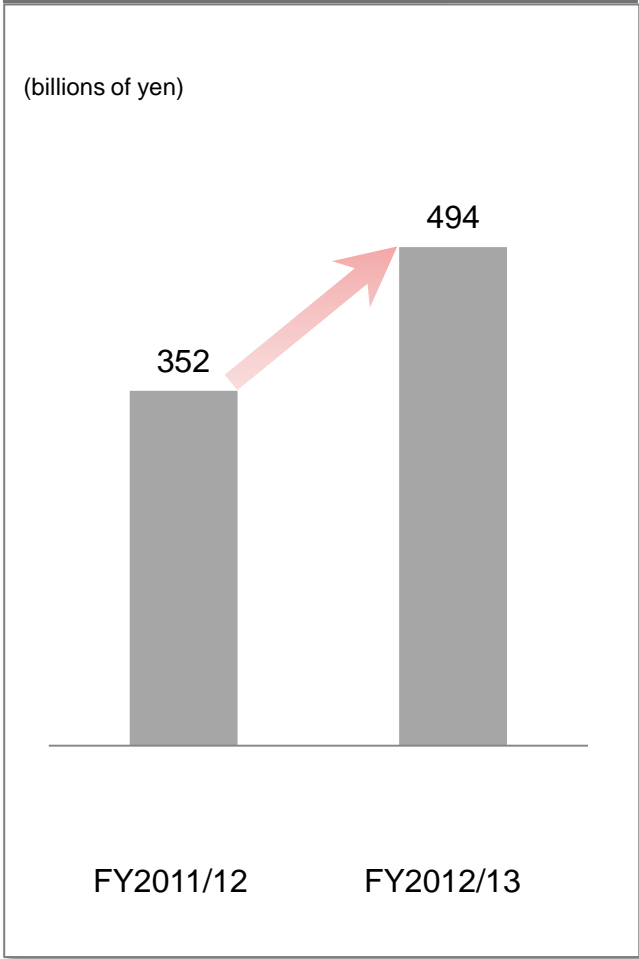


AuM grown to over Y1.3trn since launch in 2011

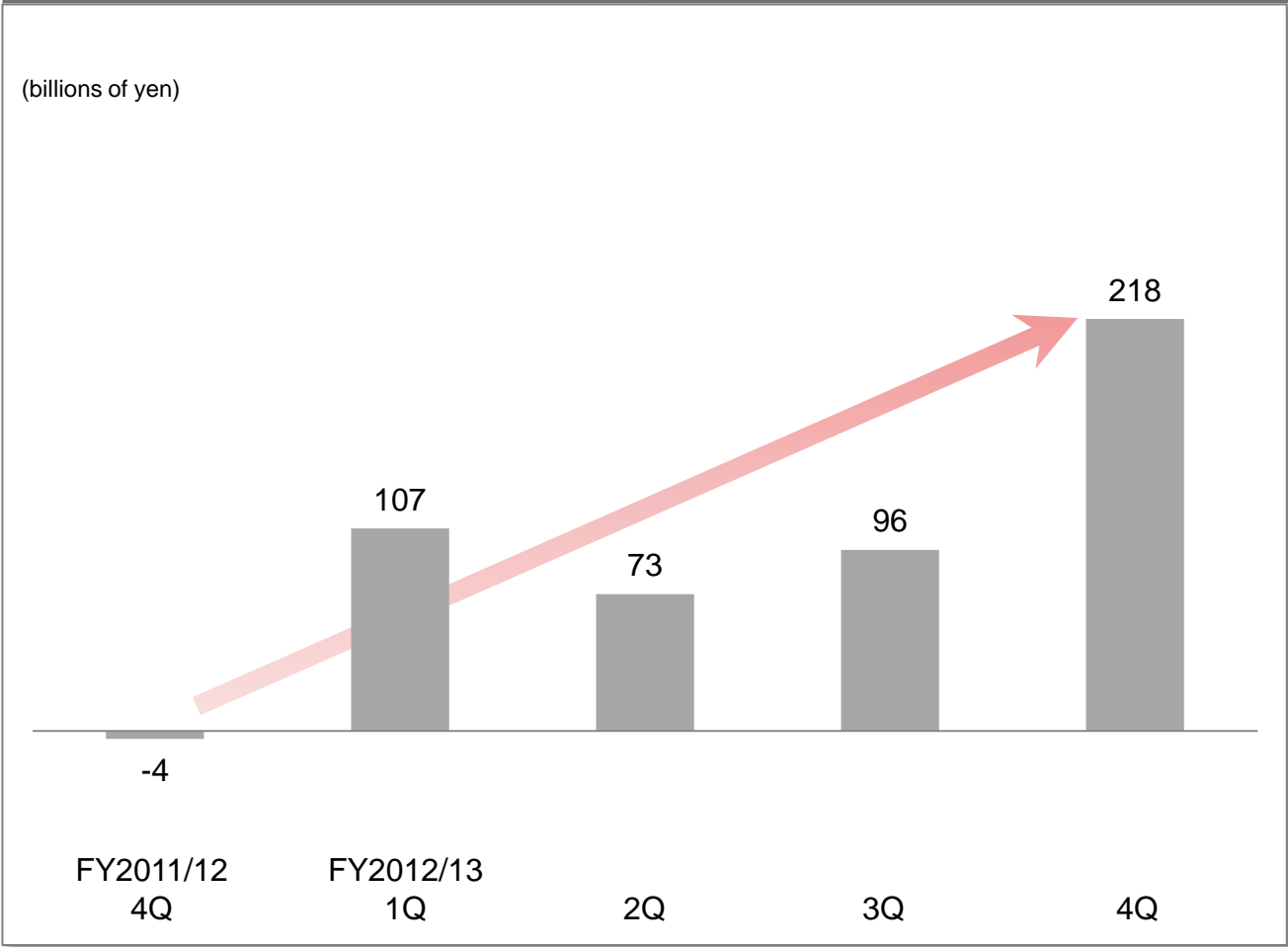
(billions of yen)



Full year



Quarter



Services to meet asset management needs

- Financial assets increase in 50s to 60s age groups
 - Children grown up, retirement benefits, inheritances
 1. Increasing need to manage assets
 2. Seek advice from current broker

Initiatives to grow client franchise

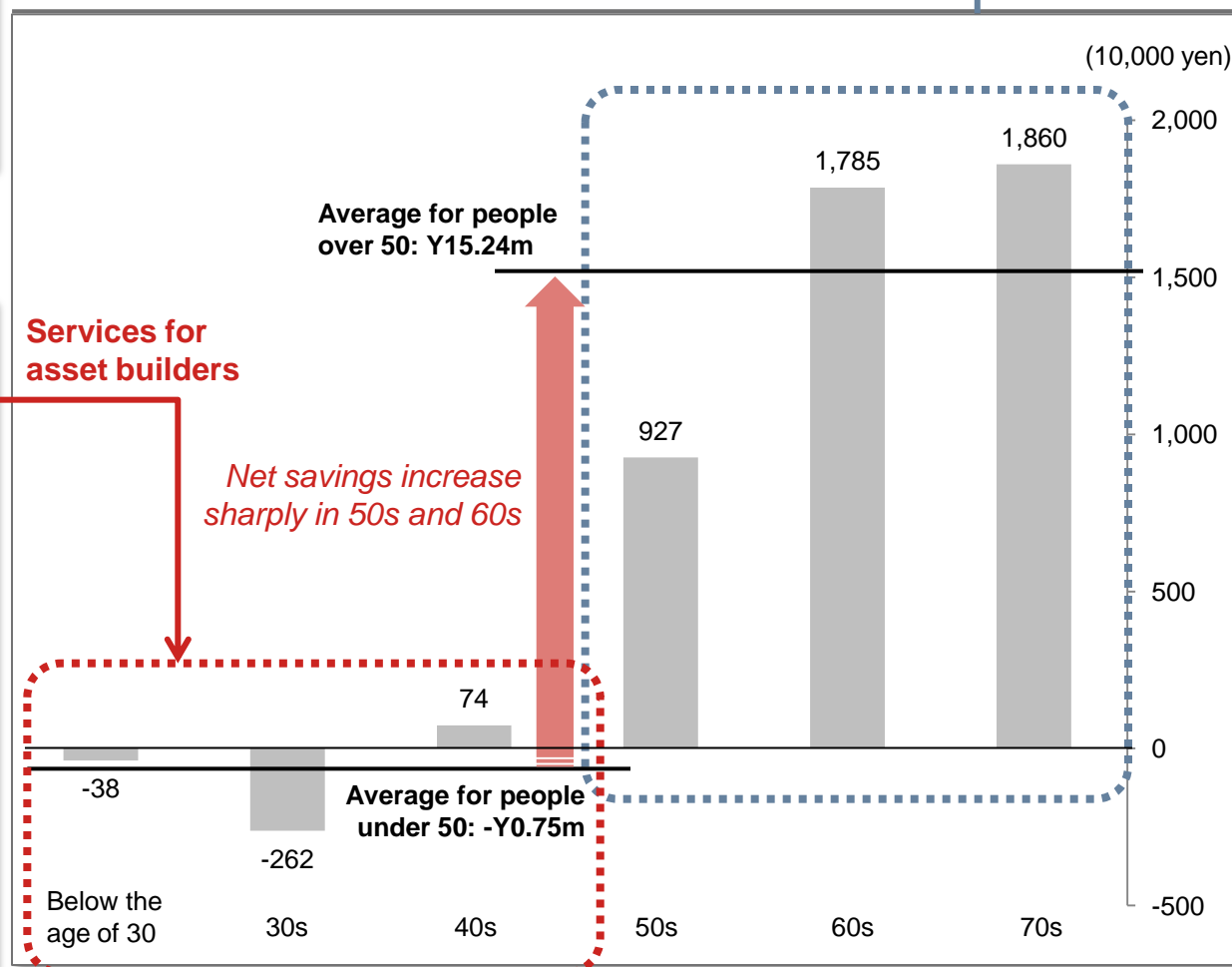
- Salaried workers/Defined-contribution plans
 - Approx. 60% share of Japan ESOP market
 - Potential future clients
 - TSE ESOP participants¹: 2.19m people
 - Corporate pension plan participants²: 16.54m people (DC participants³: 4.22m people)

Nomura Net & Call marketing function

- Apr 2013: 1.16m accounts (80% growth since launch in Oct 2011)
- Offers online and call center services for client convenience

Services for older clients

Net savings (savings minus debt) by age of head of household⁴



1. Source: Nomura, based on Tokyo Stock Exchange data. As of March 2012.

2. Source: Nomura, based on Pension Fund Association and Ministry of Health, Labour and Welfare websites (as of March 2011)

3. Source: Nomura, based on Ministry of Health, Labour and Welfare website (as of March 2012)

4. Source: Nomura, based on Statistics Bureau's 2009 national survey of family income and expenditure

Services for older clients

In-depth consulting services

- ✓ Retirement planning services (*Yutoritaia*) that support asset planning and investment in retirement
- ✓ Happy Life seminars

The screenshot displays the 'Yutoritaia' (ゆとりたいた) website, which offers retirement planning services. The main headline reads 'ゆとりたいた じっくり相談できて、わかりやすい。しかも無料。' (Yutori-tai-tai, you can consult thoroughly, it's easy to understand, and it's free). Below this, there are sections for 'あなただけのプランを無料でご提案いたします。' (We will propose a plan just for you for free), 'じっくり相談' (Thorough consultation), 'わかりやすい' (Easy to understand), and '無料' (Free). A banner at the bottom promotes '野村のハッピーライフセミナー' (Nomura's Happy Life Seminar) with the tagline '第二の人生に必要なのは、お金だけじゃないから。' (What you need for your second life is not just money).

Services for asset builders

- ✓ Raise awareness through lectures
- ✓ Marketing aimed at salaried workers with focus on ESOPs
- ✓ Increase uptake of NISA (Japanese individual savings accounts) to promote shift from savings to investment

The screenshot shows the '野村証券 NISA (少額投資非課税制度) 特設ウェブサイト' (Nomura Securities NISA (Small Investment Tax Exemption System) Special Website). The main headline is '野村証券 NISA (少額投資非課税制度) 特設ウェブサイト' (Nomura Securities NISA (Small Investment Tax Exemption System) Special Website). Below this, there is a section titled 'NISA (少額投資非課税制度) とは' (What is NISA (Small Investment Tax Exemption System)). The text explains that NISA is a system that allows individuals to invest up to 1 million yen per year in stocks, bonds, and other securities, with the capital gains and dividends being tax-free. A list of benefits is provided:

- ✓ 日本国内にお住まいの20歳以上の方が対象です。
- ✓ 非課税口座でご購入された上場株式・公募株式投資信託等については、5年間、譲渡益・配当金等が非課税になります。
- ✓ 毎年100万円まで非課税として、ご購入いただけます。
- ✓ 非課税投資枠は、最大で500万円になります。

The screenshot shows a seminar advertisement for '野村の株式&NISA (少額投資非課税制度) セミナー' (Nomura's Stock & NISA (Small Investment Tax Exemption System) Seminar). The advertisement features a blue background with the text '野村の株式&NISA (少額投資非課税制度) セミナー' (Nomura's Stock & NISA (Small Investment Tax Exemption System) Seminar). Below this, there are images of a seminar in progress and a list of topics to be discussed: 'NISA (少額投資非課税制度) の概要', 'NISA (少額投資非課税制度) の活用', 'NISA (少額投資非課税制度) の注意点', and 'NISA (少額投資非課税制度) の申し込み'.

- ✓ Campaign to introduce family and friends
- ✓ Parent/child seminars

Bring in families



Distributed tablet devices to approx. 8,000 sales people to support consulting services

Tools

Consulting Web

Asset Planning

Digital Brochures

Consulting Web functions

Consolidate data to determine best products and services

コンサルティングweb

コンサルティング営業とは
お客様をよく知り、お客様の課題やニーズを適切に把握して質の高い金融サービスを提供する
というビジネスです。

当サイトで、お客様の属性別にどのようにコンサルティング営業を行なうのか示しています。
各顧客属性を選択していただき、お客様にとって最適な商品・サービスは何かということを確認してください。

Example for client who
is a company owner

顧客属性を選択してください

企業経営者
(個人・法人)

富裕層①

医師・医療法人
(個人・法人)

富裕層②

不動産オーナー
(個人・法人)

富裕層③

退職者層～高齢者

その他法人
(自治体、学校、宗教、社団・財団)

その他法人

外交に於いて
心がけること

Step 1: Input data and determine client needs

- ✓ Select data on company owner (personal details, number of employees, business environment, performance, etc.) to determine client needs

Step 2: Prepare document outlining how Nomura can help

- ✓ Input company owner needs to create bespoke offering of Nomura products and services

Step 3: Documents detailing service offering

- ✓ Organize procedure for preparing documents

Step 4: Follow up document

- ✓ Save reports used for regular client visits

Introduced awards for sales people who rank highly in client satisfaction surveys

New system in which managers get direct feedback from clients on sales people

Announced on Nomura Securities website on May 7



In closing

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